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PUBLISHER'S NOTE

Last August 15 through 17 at Dulles International Airport northwest of Washington, D.C., the National Aviation Club held an air show. *Government Executive* Senior Editor Leon Shloss wrote a story on its spectacular success which appeared in our September issue.

However, we gave the show more than just press coverage. In the exhibit tent, we set up a booth, asked attendees on "preview day" (the 15th) to stop by, fill out a card if they (1) wanted to subscribe to the magazine; (2) wanted to give us their opinion of *Government Executive's* content value if they were already receiving it in the office.

Slightly more than 10 percent of the approximately 3,000 "VIPs" (ranging from Sen. John Stennis, Defense Secretary Mel Laird, Department of Transportation Secretary John Volpe on down) who visited the show at Dulles that day accepted our invitation. The survey results were tabulated too late to make our September issue press deadline. Still we thought this month you'd like to see what your fellow readers think of our continuing efforts to make the magazine's contents of increasingly greater value to you, efforts whose merit we constantly double-check with such gauges as the Dulles survey.

As might be expected, our booth visitors came mostly from the Department of Transportation, Army, Navy, Air Force and industry as well as Congress and the Office of the Secretary of Defense—although we did receive guests from virtually every other Government department, 15 independent Government agencies, a few foreign government representatives (including one from Swaziland). One man even showed up from the IRS.

**Football ticket winner
Jay McCormick**



By far, the majority of the "card filler-outers" from Government were GS-13 to -15 civil servants, or in the major through colonel rank in the military. By job title, almost all our guests were either top administrative appointees, managers and supervisors, project officers, engineers, contracting directors or budgeting and systems analyst experts.

Virtually all (except seven) who filled out our questionnaires said they find the magazine's contents of value in their work; all (but 14) said they have recommended that their contemporaries and/or subordinates read it. Average reading time spent on the magazine per recipient is about 35 minutes, not counting 12.5 percent of the readers who said they spend more than an hour each issue pouring through *Government Executive*.

We suspect a monthly issue of the magazine is pretty dog-eared by the time it is filed or thrown away. All except just under seven percent of those who read the magazine said they are only one of anywhere from one other person up to 23 others (most were in the one-to-10-other category) who will read the same issue. All of which told us we've got to keep the writing concise and to the point. With that kind of demand, excess wordage is a liability.

Oh, yes. As a "thank you" for the time these busy executives took to fill out our cards, we tossed all the cards in an empty container. My administrative assistant, Barbara Guthrie, pulled out one signed by Jay F. McCormick, a GS-14 electronic engineer in the Naval Electronic Systems Command special communications office. We sent him four tickets on the 35-yard line for the Redskins opening football game.

[Signature]